



Fire Department

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## **MEDIA ADVISORY**

**For Immediate Release**

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### ***PROJECT ZERO*** ***NATIONAL FIRE FATALITIES***

The United States Fire Administration has sent out a request that all fire departments contact their local media regarding a disturbing trend. In the first two weeks of March 2006 there have been nearly 140 fire fatalities reported in the U.S. At least 43 fire fatalities were reported in a three-day period, including nine in a single fire. The United States, with the exception of 2001, has not seen this many fatalities since the late 1980's. Wisconsin has not been immune from this trend; there have been fatal fires in Eagle, Madison, and Green Bay in the last few weeks.

The City of Milwaukee had an average of more than 13 fire fatalities per year over the past 20 years. Since 2004, over 86% of the fire fatalities in Milwaukee **did not** have a working smoke detector in the dwelling. This is over double the national average of 40%. To date in 2006, the city has experienced only *one* fire fatality.

The Milwaukee Fire Department, with programs like Project FOCUS, Project Zero, and the Smoke Detector Hotline, is actively working to keep Milwaukee fire safe by providing smoke detectors for the citizens of Milwaukee.

Daylight savings time, which begins April 2, is approaching fast. The Milwaukee Fire Department is earnestly requesting the media help spread the word that a working smoke detector with a good battery is needed in every home. Let's work together to make Milwaukee fire safe.

If any media outlet would like to have an interview with a department member relating to these issues, or any other fire safety issues, please call Lieutenant Brian O'Connor at (414) 286-8968.

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